



QUEST 2001, Quality Enhancement Simulation Training, is a three-day seminar consisting of 35% lecture and 65% team simulation activities. The lecture modules are scheduled at strategic points to provide participants with the knowledge and tools for process improvement. The quality improvement methods taught in QUEST are based on the principles of Dr. W. Edwards Deming. Deming's Plan-Do-Check-Act (P-D-C-A) cycle is a proven scientific method for making continuous process improvement. Participants are divided into teams who are assigned the task of processing incoming customer requests during 4 simulations. Customer data in the form of survey results is introduced, indicating customer dissatisfaction. The teams are then directed to make efforts to improve the process, using the knowledge, skills, and tools gained from the lecture portions of the class. Students are able to measure progress and to experience a real sense of having improved a process.

This class simulates the “real-life” process used by BUS division of obtaining customer, stakeholder, employee, and supplier feedback (usually in the form of survey results) in the areas of importance and satisfaction regarding BUS products and services. P-D-C-A teams can then be formed to improve high importance, low satisfaction processes as identified by the customer.

